

Message Text

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62

ACTION FSI-01

INFO OCT-01 ARA-10 ISO-00 EB-07 COME-00 /019 W
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R 302240Z SEP 75

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 7459

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 7293

E.O. 11652: N/A

TAGS: AFSI, EC

SUBJECT: OVERSEAS BUSINESS AND MARKETING SEMINAR, SAO PAULO,
NOVEMBER 10-21, 1975

REF: QUITO 6010

1. ASSUMING FINAL DECISIONS HAVE NOT YET BEEN MADE ON
ATTENDEES AT SUBJECT CONFERENCE, WE WOULD LIKE TO SUBMIT
FOLLOWING ADDITIONAL JUSTIFICATION FOR NOMINEES REPORTED IN
REFTEL:

2. FROM EMBASSY QUITO: (A) ROBERTO CORTEZ, FSL-13, COMMERCIAL
SPECIALIST - MR. CORTEZ IS THE ONE-MAN "MARKET ANALYSIS
UNIT" FOR QUITO, RESPONSIBLE FOR PREPARING SPECIFIC PRODUCT
MARKET STUDIES. HE HAS BEEN ENGAGED IN ECONOMIC/COMMERCIAL
WORK AT THE EMBASSY FOR ONLY ONE YEAR NOW, AND HAS NOT HAD
THE BENEFIT OF FORMAL TRAINING IN MARKET RESEARCH. (B)
STEPHEN H. MULLER, FSO-7, TRADE PROMOTION OFFICER - THIS IS
MR. MULLER'S INITIAL ASSIGNMENT IN THE FOREIGN SERVICE.
AS THE SOLE TPO IN ECUADOR, HE IS ACTIVELY ENGAGED IN
MARKET RESEARCH.

3. FROM CONGEN GUAYAQUIL: WILLIAM F. SCHRAGE, FSO-5,
COMMERCIAL OFFICER - MR. SCHRAGE IS THE SOLE COMMERCIAL
OFFICER AT ONE OF THE COMMERCIALLY MOST ACTIVE POSTS IN
ALL OF LATIN AMERICA.

4. COMMERCIAL ACTIVITIES IN BOTH QUITO AND GUAYAQUIL ARE
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BOOMING, AND U.S. EXPORTS TO ECUADOR ARE EXPECTED TO RISE

SOME 30 PERCENT IN 1975 OVER 1974--THE LARGEST PERCENTAGE INCREASE FOR ANY COUNTRY IN LATIN AMERICA, ACCORDING TO DATA PRESENTED AT THE RECENT CONFERENCES OF ECONOMIC/COMMERCIAL OFFICERS IN SAN JUAN AND MEXICO CITY. THE TRAINING TO BE PROVIDED AT THE FORTHCOMING SEMINAR WOULD BE INVALUABLE IN HELPING THE ABOVE PERSONNEL CARRY OUT THEIR HEAVY LOAD OF MARKET RESEARCH RESPONSIBILITIES AND THEIR TASKS RELATING TO THE DETECTION AND EXPLOITATION OF ADDITIONAL TRADE OPPORTUNITIES IN THIS RAPIDLY EXPANDING MARKET.
BREWSTER

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